IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Confirmation No.: 5101

W. Reed HASTINGS, et al.

Group Art Unit No.: 3625

Serial No.: 09/884,816

Examiner: James H. Zurita

Filed: June 18, 2001

For: APPROACH FOR ESTIMATING USER

RATINGS OF ITEMS

Mail Stop Issue Fee Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

AMENDMENT UNDER RULE 37 CFR 1.312

Sir:

In response to the Notice of Allowance mailed on May 1, 2007, please amend the application as indicated hereinafter.